

Message Text

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15

ACTION NEA-09

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /017 W

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P R 290825Z AUG 74

FM AMEMBASSY ABU DHABI

TO USDOC PRIORITY

INFO SECSTATE WASHDC 1985

UNCLAS ABU DHABI 1171

E.O. 11652: N/A

TAGS: BDIS, TC

SUBJECT: CHRYSLER AIRTEMP

REF: ABU DHABI 1133

1. REFTEL REQUESTED DOC CONTACT DON NEIB OF CHRYSLER AIRTEMP AND URGE HIM TO RESPOND TO URGENT REQUIREMENT OF ABU DHABI AGENT (ABDUL JALIL & HENSON). AS OF AUG 29 AGENT HAS RECEIVED NO RESPONSE TO ORDERS FOR DESPERATELY NEEDED SPARE PARTS DESPITE NUMEROUS CABLE REMINDERS AND SEVERAL LONG DISTANCE PHONE CALLS.

2. ABDUL JALIL & HENSON HAVE BEEN AIRTEMP AGENTS FOR SOME SIX YEARS. SALES VOLUME HAS NEVER BEEN LESS THAN \$500,000 PER YEAR.

3. ALTHOUGH THIS VOLUME IS SMALL PERCENTAGE OF US EXPORTS, AIRTEMP ABU DHABI SALES OF CENTRAL AIRCONDITIONING UNITS HAVE HIGH DEGREE OF VISIBILITY. CENTRAL AND ROOM UNITS HAVE BROKEN DOWN IN THE HOMES AND MAIN MESS OF ABU DHABI PETROLEUM COMPANY (ADPC). UNITS ORDERED FOR INSTALLATION SOME TIME AGO IN ABU DHABI MARINE AREA (ADMA) HAVE NOT ARRIVED, NOR DOES AGENT EVEN KNOW IF UNITS HAVE BEEN SHIPPED. UNIT INSTALLED IN THE PALACE OF SHAIKH KHALIFA, CROWN PRINCE AND MINISTER OF FINANCE, IS COMPLETELY INOPERABLE. OF 8 CENTRAL UNITS ORIGINALLY INTENDED FOR INSTALLATION IN NEW ABU DHABI HOSPITAL, 3 HAVE BEEN CANNIBALIZED FOR SPARE PARTS.

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4. EMBASSY CANNOT OVER EMPHASIZE HOW TIGHTLY KNIT

THE LOCAL COMMUNITY IS, MERCHANT AND EXPATRIATE.
CONTINUED UNRESPONSIVENESS OF AIRTEMP TO LOCAL NEEDS
WILL DAMAGE IMAGE OF U.S. GOODS AND SERVICES AMONG BIG
PURCHASING GROUPS, AND HINDER FUTURE AIRTEMP SALES DESPITE
CONSTRUCTION BOOM.

5. EMBASSY REQUESTS DOC CONTACT RESPONSIBLE AIRTEMP
OFFICIALS AND URGE THEM TO RESPOND IN APPROPRIATE MANNER.
AS EMBASSY POINTED OUT IN CASE GENERAL ELECTRIC'S
APPARENT UNRESPONSIVENESS TO PROBLEMS ARISING IN ITS
CONTRACT HERE (ABU DHABI 1054) SUCH FAILURES
CAN UNDERMINE ENTIRE U.S. COMMERCIAL EFFORT IN THIS
BOOMING COUNTRY. WE TRUST THEREFORE THAT AIRTEMP CAN
BE PERSUADED TO RESPOND -- ALBEIT SOMEWHAT TARDILY --
IN AS POSITIVE A FASHION AS DID GE EARLIER.
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